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To Any Potential PMI Client,

Peter Henthorn and John Konrade of Profit Motivators International left our site last month after completing a six-month project. While not every function was deeply impacted, no department, no branch, and no employee was left untouched. The results are exciting. The results are nerve racking. The results have both internal and external impact. The results triggered a much needed evolution in our institution.

An intelligent person once declared that *a consultant is someone you pay to look at your watch and tell you what time it is*. This is true. Do not bring Profit Motivators in to your organization expecting great and novel revolutions of operational and monetary wizardry. Expect them to tell you what you've heard and read, what you may have already thought about, and what seems to be simple common sense...the key difference is they will actually help you get to where you have not be able to get yourself. Repeating for emphasis: PMI will help get you where you have not been able to get yourself.

My example is a story of a deeply rooted institution, a predecessor who spent 40 years at the helm building a very financially sound organization (and is still on the board), and many long time good employees. Creating change in this environment is a challenge...and the financial world has changed greatly.

The PMI process adjusts to the needs, style, and personality of your institution. Stand alone recommendations are presented over time that can be accepted, denied, or modified. Recommendations are developed side-by-side with your staff. Industry and performance standards, trends, and experience with similar changes are injected to provide supporting information. Measurements of process, events, and financials are designed and taken of your institution to analyze and provide comparatives. It's not rocket science, it's easy to understand, but it's not something we actually got around to doing. *Doing* is the key... *implementation*. With Profit Motivators we didn't just talk about what we should do, we actually did it.

Peter Henthorn is a salesman; and he's good at it. Peter has an opinion. Peter is blunt and does not mix words. Peter wants your organization to be successful. John Konrade is focused. John is very analytical. John knows and understands an amazing amount about functional processes in all key aspects of a financial institution. Your in-house experts will be challenged; your long-time employees will think they know more. They will resist, they will explain why things need to be the way they've always been, they will listen, they will open their minds just a touch, they will begin to step back and look at the possibilities, they will start to accept that maybe, just maybe, there might be a better way. An interesting dynamic to watch is that Peter and John remove the emotion, the history, the baggage, the individual...and make a recommendation based on the data and the process. It becomes hard to argue the tangibility they offer.

The largest impact areas in our organization:

- **Teller operations:** staffing, scheduling, workload distribution, member service, moving the line.
- **Lending:** policy changes, authority changes, process improvement...doing 2-3 times the volume with the same lending staff.
- **Fees and Account Requirements:** yes, it challenges historical credit union philosophy, but look to modify member behavior by aligning fees with actual costs; charge abusers for abuses. *It really is fair.*

So go ahead. Bring in the suits from out of town. They will shake it up. You will see results.

Rudy Callen
Pres./CEO

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(269) 382-4236

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